Whole Earth Institute Presents

CYBERTHON

A 24-hour Adventure
in Virtual Reality

At
Colossal
Pictures
1598 Custer,
San Francisco, CA

Saturday, Noon to
Sunday, Noon

October 6th & 7th, 1990

Limited participation - by invitation only

$250 per person / $350 after September 1, 1990

Steering Committee

Stewart Brand
Author of The Media Lab

Paul S. Davis
POINT Foundation

Roberta Gelt
(COLOSSAL)PICTURES

Chris Hardman
Antenna Theater

Kevin Kelly
Editor, Whole Earth Review

Jaron Lanier
VPL Research Inc.

Stephanie Leonard
Director, Whole Earth Institute

Jon McIntire
Multi-Media Project Manager
Former Manager, The Grateful Dead

Michael Naimark
Media Arts & Research

Cheryl Nash
Cyberthon Coordinator, Whole Earth Institute

Danica Remy
Global Business Network

Howard Rheingold
Author of Tools For Thought

Peter Schwartz
President, Global Business Network

Larry Shaw
The Exploratorium

R U Sirius
Editor, Mondo 2000

Lawrence Wilkinson
(COLOSSAL)PICTURES

ALL THE FASHIONABLE NEWSPAPERS AND MAGAZINES are headlining the same breakthrough: Virtual Reality — a computer-generated world that you can climb into and explore bodily. To date several wizards have created prototypes that let you put on special clothes, jump into a video game-like world, and have it feel very real. We at Whole Earth think this is the most culture-bending technology to infiltrate our society since television. It might change communications for good, or it might warp our kids forever.

We'd like you to try this phenomenon first-hand. This October, the Whole Earth Institute will host a 24-hour Cyberthon for 200 invited guests to initiate them into the culture of Virtual Reality. The key players in this new field will converge in San Francisco, set up their hardware and offer all participants a chance to try their heads in what science-fiction author William Gibson dubbed "cyberspace."

Here's what you'll find:

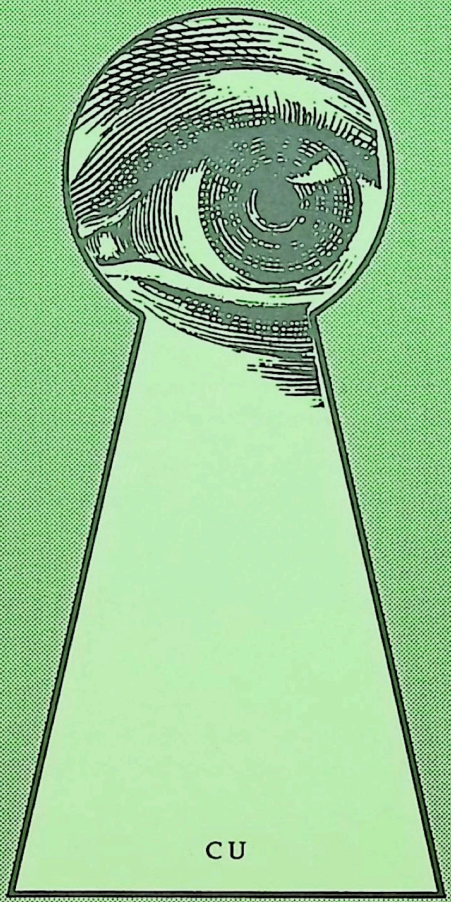
- An intense 24-hour "Reality Bazaar" offering different flavors of what Virtual Reality could be, or is so far. Starting at noon on Saturday, you'll wander through a maze of virtual worlds set up in the stage areas of Colossal Pictures, to get a broad "Whole Earth" view of virtual possibilities.
- Interactive presentations by established cybernauts: magicians, musicians, film makers, and other multi-media artists who will be tending their illusions.
- A rare "hands-on" opportunity to try out these magical systems yourself.
- Informal discussions and scheduled talks by presenters punctuating the 24 hours.
- Real food served around the clock.
- The company of 200 invited thinkers of diverse backgrounds whose opinions we value: biologists, poets, artists, hackers, and social critics.

Join us in exploring this new social and technical force. Your evaluation and input can have some effect on whether Virtual Reality is fun or fury.

Cyberthon is sponsored by the Whole Earth Institute, the R&D arm of the Point Foundation, publishers of the *Whole Earth Catalog*. We haven't had a gathering of like-minded friends for the last ten years, but now is the time.

Kevin Kelly
POINT Foundation &
Whole Earth Catalog

P. S. We need your prompt reply because of the demand for this event.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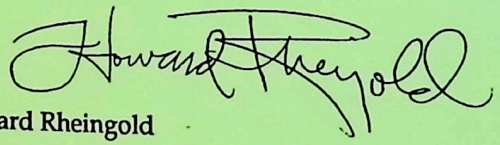
Welcome to **Cyberthon**, one of those alchemical, not quite slickly organized events that Whole Earth Institute generates from time to time.

It looks like virtual reality is one of those technologies (like personal computers, ten years ago) that has the potential to change the way people think, work, and communicate. Now, when the technology is still young, is the time when the course of the science and industry of VR is still steerable.

Cyberthon is a time and place for people and tools and ideas to mingle, collide, debate, discuss, invent, decide, teach, learn and guide one another.



Howard Rheingold

Thank You

Apple Computer

(COLOSSAL)PICTURES
especially the heroic deeds of
Roberta Gelt & Charlie Swanson

Dolby Laboratories

Electronics Plus

Global Business Network

Elleen Law of
the Grateful Dead Office

Redwood Sanitary Supply Co.

Silicon Graphics

R. E. Snader & Associates

Sony Broadcast

Sun Microsystems

The "Doc Squad"

The Studio Colossal Stage Crew

Robert Burg

Pat Roberts

Scheduled Speakers/Presenters/Performers

Saturday, October 6:

12:30 p.m. **"Synthetic Experience"** (Large Stage)
Warren Robinett, University of North Carolina

1:15 p.m. **"Force Feedback Controls & Virtual Game Environments"** (Maze Stage)
Rick Moncrief, Atari Games

2:00 p.m. **"Cobwebs in a Virtual Attic"** (Large Stage)
Tom Furness, Human Interface Technologies Laboratory

2:45 p.m. **"Once Upon a CyberTime: Storytelling, Multimedia and Virtual Reality"** (Maze Stage)
Abbe Donn, In Context
Fabrice Florin, Apple Multimedia Lab

3:30 p.m. **"Artificial Reality: A Minority View"** (Large Stage)
Myron Krueger, Artificial Reality Corporation

4:15 p.m. **"Virtual Reality and Hypernetwork In Japan - is it Real or Virtual?"** (Maze Stage)
Izumi Aizu , Institute for Networking Design
Katsura Hattori, The Asahi Shimbun

5:00 p.m. **"Genres of Virtual Reality"** (Large Stage)
Wendy Kellogg, IBM

5:45 p.m. **"3D Sound"** (Maze Stage)
Scott Foster, Crystal River Engineering, Inc.
Beth Wenzel, NASA Ames Research Center
"The Convolvotron Audio Display"
Bo Gehring, Gehring Research Corporation
"3D Sound: A New Communication Medium for Cyberspace"

6:30 p.m. **"Telepresence: From Panoramas to Personal Simulators"** (Large Stage)
Scott Fisher, Telepresence Research

7:15 p.m. **"Useful Realities: Virtual Reality as a Thinking Tool"** (Maze Stage)
Steve Bryson, NASA Ames Research Center

8:00 p.m. **"Virtual Reality – After the Hooplah"** (Large Stage)
Jaron Lanier, VPL

8:45 p.m. **"Virtual Cultures"** (The WELL)
Anna Couey & M. Normal, ArtCom

9:30 p.m. **"Applications of Virtual Reality"** (Large Stage)
William Bricken, Human Interface Technologies Laboratory
Brenda Laurel, Telepresence Research
Larry Leifer, Tolfa Corporation
Randy Walser, Autodesk

10:15 p.m. **"The Actual Use of Virtual Environments & Interactive Characters in Entertainment"** (Maze Stage)
Brad deGraf and Michael Wahrman, deGraf/Wahrman

11:00 p.m. **"Social and Cultural Implications of Virtual Reality: Part One"** (Large Stage)
Bob Jacobson, Human Interface Technologies Laboratory
Kevin Kelly, Point Foundation
Myron Krueger, Artificial Reality Corporation

11:45 p.m. **"Jump to Your Death"** (Maze Stage)
Chris Hardman, Antenna Theater

Sunday, October 7th:

1:00 a.m **"Virtual Reality and Visible Language"** (Large Stage)
Terence McKenna

2:00 a.m. **"Cacophony Underground"** (Main Entrance)
Michael Michael, Cacophony Society

2:00 a.m. **"Public Brain"** – a session & lecture (Large Stage)
Elisa Rose and Gary Danner, Station Rose, Austria

3:00 a.m. **"All Reality is Virtual"** (Large Stage)
John Perry Barlow & Timothy Leary

4:00 a.m. **"Cacophony Underground"** (Main Entrance)
Michael Michael, Cacophony Society

5:00 a.m. **"Cyber Encounter: a Journey Through Emotional Space"** (Large Stage)
John Thomas, Nynex Corporation

6:00 a.m. **"What's Later"** (Maze Stage)
Michael Naimark, Educator and Artist

7:00 a.m. **"Electronic Networking"** (Large Stage)
Kit Galloway & Sherrie Rabinowitz of Electronic Cafe
"Electronic Cafe: A Virtual Space"
Randy Farmer & Chip Morningstar of Amix Corporation
"Cyberspace: The Lessons of Lucasfilm's Habitat"

8:00 a.m. **"Theater Improv After a Night in Cyberspace"** (Maze Stage)
Keith Johnstone, University of Calgary

9:00 a.m. **"Social and Cultural Implications of Virtual Reality: Part Two"** (Large Stage)
Steward Brand, Point Foundation
William Gibson, Author of "Neuromancer"
Jaron Lanier, VPL
Lawrence Wilkinson, Colossal Pictures

10:00 a.m. **"Virtual Cultures"** (The WELL)
Anna Couey & M. Normal, ArtCom

DEMONSTRATIONS

Phosphotron
visual images without light
Stephen Beck

Molly & The BOOM - experiences in telepresence and WHAM!POWIBANG! - Fast & Fun VR
Mark Bolas
Fake Space Labs

Guides project
virtual characters guide you through a multimedia database
Tim Oren, Abbe Don & Brenda Laurel
Apple Computer

Moss Landing and *The Visual Almanac*
interactive multimedia
Fabrice Florin & Margo Nanny
Apple Multimedia Lab

Goggles & Glove technology
Patrice Gelbrand & Eric Gullichsen
Sense8

3D Sound
Bo Gehring
Gehring Research Company

Interactive video phone sculpture
Sharon Grace

Golden Gate Bridge Jump
jump to your death from the Golden Gate Bridge
Chris Hardman & Ron Davis
Antenna Theater

Tactile feedback
Dave Johnson
TiNi Corp.

CyberGlove & 3D Design
James Kramer
Virtual Technologies

Goggles & Glove technology
Autodesk Cyberspace Project

Hands-on multimedia
Dan Mapes
Tiger Object Systems

3D-Sound
Beth Wenzel, NASA Ames Research Laboratory &
Scott Foster, Crystal River Engineering

Habitat
computer conference with animated characters
Randy Farmer & Chip Morningstar
Lucasfilm, Fujitsu, F M Towns Support and AMIX Corporation

Eat
A virtual dining environment
Michael Naimark & Bud Lassiter

Virtual Object Series
Michael Naimark

Golden Gate interactive videodisc
Ken Carson & Michael Naimark

3D video
Michael Starks
3D TV

Drawing in three dimensions
Ed Tannenbaum & Jim Pomeroy

Tactile Flying Mouse™ & VR Work Bench™ Demo
Steve Tice
Sim Graphics

Lingraphica
a visual language prosthesis
Larry Leifer & Richard Steele

The WELL
a virtual community

The Mystery of the Disappearing Ducks
David Lawrence

ArtCom
a virtual art gallery tour
Anna Couey

Cacophony Society
Michael Michael

Holograms
Louis Brill

The Mandala Virtual World System
Vivid Effect Inc.

The Atari game *Lynx* and software from Epyx, Inc.
Matt Householder

The Atari game *Race Drivin*
Rick Moncrief

Electronic Whole Earth Catalog
POINT Foundation and Broaderbund

Lucasfilm Games' *Ballblazer*
David Fox

The Apple game *Toy Box*
Dan Venolia

The Broderbund product *U Force*
Alan Weis

The F M Towns Support product, *After-Burner Flight Simulator*
Rob Griffith

Cheryl Nash	— Cyberthon Director
K. O. Beckman	— Video Director
Bob Bickford	— High-Tech Guru
Greta C. Bickford	— "Build Your World" Co-Producer
Stan Cossette	— Sound Director
Matisse Enzer	— Designer Extraordinaire
Elliot Fabric	— Attorney/Guide/Mentor
Mark Faigenbaum	— Summary Coordinator
Roberta Gelt	— Colossal Films Liaison
Flash Gordon, M.D.	— Uh-Oh Squad Leader
Kenton A. Hoover	— Security Chief
David Lawrence	— Doc Squad Co-Leader
Stephanie Leonard	— Event "Momma"
Danica Remy	— "Build Your World" Producer
Susan Rosberg	— Volunteered Volunteer Coordinator
Charlie Swanson	— Colossal Films Stage Manager
Chris Thorman	— Computer Guru
Nick West	— Doc Squad Director

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